

CUSTOMER NO.: 24498  
Serial No.: 09/868,254  
Office Action dated: April 21, 2006  
Response dated: July 20, 2006

PATENT  
RCA 89,185

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

JUL 20 2006

Applicant: Hugh Boyd Morrison et al.  
Serial Number: 09/868,254  
Filing Date: June 15, 2001  
For: METHOD FOR SELECTING A PROGRAM DISPLAYED IN AN  
ADVERTISEMENT IN AN APPLICATION SOFTWARE  
PROGRAM  
Art Unit: 2623  
Examiner: Rueben M. Brown

RESPONSE

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

In response to the Office Action dated April 21, 2006, for which a response is due July 21, 2006, please enter the Remarks as follows:

Listing of the Claims begin on page 2 of this paper. No claim amendments have been made.

Remarks/Arguments begin on page 6 of this paper.

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence is being transmitted via facsimile to facsimile number (571) 273-8300, Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date indicated below.

Date

*July 20, 2006*

*Patricia M. Fedorowycz*  
Patricia M. Fedorowycz

**TOTAL PAGES: 11**